

UNCLASSIFIED

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ORIGIN SCCT-01

INFO OCT-01 ARA-06 ISO-00 SY-04 INR-07 CIAE-00 L-02 SS-15
A-01 IO-10 EB-07 AID-05 COME-00 NSC-05 NSCE-00 USSS-00
PRS-01 /065 R

DRAFTED BY S/CCT: JNGATCH:NWH
APPROVED BY S/CCT: LHOFFACKER
ARA/LA/APU:RFELDER

R 131405Z FEB 75
FM SECSTATE WASHDC
TO AMEMBASSY BUENOS AIRES

STATE 033000

E.O. 11652: GDS
TAGS: PINS
SUBJECT: AAA WARNING TO PEPSICO EXECUTIVE

013880

ARGENTINA PROJECT (S200000044)
U.S. DEPT. OF STATE, A/RPS/IPS
Margaret P. Grafeld, Director
() Release ☒ Excise () Deny

Exemption(s): B1

Declassify: ☒ In Part () In Full

☒ Classify as C () Extend as () Downgrade to

Date 4/25/01 Declassify on Reason 25X1

1. DEPARTMENT INFORMED BY PEPSICO INTERNATIONAL THAT
NORMAN HELLER, VICE PRESIDENT FOR WESTERN HEMISPHERE OPERA-
TIONS, HAS RECEIVED WARNING LETTER FROM ARGENTINA. AIR-
MAIL LETTER IS POSTMARKED BUENOS AIRES AND ADDRESSED:
QUOTE MISTER HELLER, PEPSI COLA INTERNATIONAL, DIVISION
LATIN AMERICAN, PURCHASE, N.Y., U.S.A END QUOTE.

2. TEXT FOLLOWS QUOTE: AS WE ANTICIPATED TO YOUR OFFICE
OF BUENOS AIRES, WE DO NOT WANT YOUR SAFETY AFFECTED, AS
LIKE THAT OF YOUR ARGENTINE EXECUTIVES, BY GUERRILLAS OF
THE LEFT, AT YOUR ARRIVING IN ARGENTINA. ALSO WE DO NOT
WANT TO AFFECT NEGATIVELY RELATIONS (SIC) BETWEEN OUR TWO
COUNTRIES. CANCELLATION IS VERY CONVENIENT. AAA -
AGRUPACION IBARZABAL. END QUOTE.

3. HELLER HAD PLANNED TRIP TO BUENOS AIRES AT END OF
FEBRUARY. PEPSICOLA INTERNATIONAL ASKED GUIDANCE. WE
ADVISED THAT, IN LIGHT OF INFORMATION AAA APPEARS TO HAVE

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ON POSSIBLE LEFTWING EXTREMIST THREAT TO HELLER, IT WOULD BE PRUDENT TO POSTPONE TRIP INDEFINITELY. PEPSICO ACCEPTED THIS ADVICE AND PROMISED TO (1) PROVIDE US WITH ANY FURTHER CORRESPONDENCE IT MAY RECEIVE FROM AAA; AND (2) KEEP US INFORMED REGARDING ANY FUTURE TRIPS HELLER OR OTHER

PEPSICO EXECUTIVES MAY PLAN.

4. MEANWHILE WE HAVE PASSED COPY AAA CORRESPONDENCE TO CIA HERE WITH REQUEST THAT MATTER BE INVESTIGATED.

5. COMMENT: THIS IS FIRST NOTICE WE HAVE OF AAA ATTEMPTING TO WARN U.S. BUSINESSMEN OF POSSIBLE DANGERS EITHER REAL OR IMAGINED. EMBASSY MAY WISH COORDINATE [REDACTED] IN MAKING DISCREET INQUIRIES TO ASCERTAIN IF THERE ARE OTHER INSTANCES OF THIS NATURE. INGERSOLL

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NNN

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